

Message

From: Lalley, Cara [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=D3546738DF1C4770B6E93128D4E5D2FB-CLALLEY]
Sent: 5/30/2017 4:17:51 PM
To: Barash, Shari [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=bad75988c0194c5390cc573a851137ee-SBarash]; Buffo, Corey [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=d5112a95233948d18e8eff97d1d9c7f0-Buffo, Corey]
Subject: FW: OW Rollouts- weeks of 5/30 and 6/5
Attachments: 2017-05-16_ResponseOTG_APP_Overview_Slides.pptx; FINAL OTG Rollout.docx; Northwest Environmental Advocates Petition Response DS.docx; GI_ParksPlaybook_2017-05-01_508.pdf; GI in Parks Rollout Plan -FINAL.DOCX; ROLL OUT Ag Ed Project 6.6.17FINALAD.DOCX

Looks like Evelyn and Janine are out this week, so sending to you. Thanks

From: Lalley, Cara
Sent: Tuesday, May 30, 2017 12:02 PM
To: Scozzafava, MichaelE <Scozzafava.MichaelE@epa.gov>; Harper, Ashley <harper.ashley@epa.gov>; Barr, Janine <barr.janine@epa.gov>
Cc: Washington, Evelyn <Washington.Evelyn@epa.gov>; Colleen Flaherty (Flaherty.Colleen@epa.gov) <Flaherty.Colleen@epa.gov>; Ortiz, Agnes <Ortiz.Agnes@epa.gov>; Gerstein, Arielle <gerstein.arielle@epa.gov>
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FYI: Below is the sort of weekly "report" that OW Comms sends to the career staff and management in OPA, OCIR and OW. This used to be in a table format, and called the OW "Press Planner." You can see it does not include everything that OW is planning to do over the coming two weeks; rather, that is what the OW Comms Roundup is for (I help to populate that, with what we still call "Press Planner blurbs"—just to reduce confusion for staff about the constantly changing comms vernacular :) OW will soon have an acting Comms Director, Andrea Drinkard (from OAR), so we'll see if she has Allison continue this same reporting practice or not.

FYI: Speaking of which....the politicals in OPA are now using "Holding Statement" as the replacement term for "Desk Statement."

ACTION: OW and OPA are now very keen on having holding statements for petition responses that we have planned, as soon as we can provide them. I know petition responses have not been part of the OST "Big Calendar" to date. I'm not mandating that they become part of the calendar, but somehow Arielle and I need to be told about them in advance and need to receive a draft desk statement for each one. Can each division tell me their preference on how they'd like to report this info?

Thanks!

From: Dennis, Allison
Sent: Tuesday, May 30, 2017 11:38 AM
To: Jones, Enesta <Jones.Enesta@epa.gov>; Lynn, Tricia <lynn.tricia@epa.gov>; Grantham, Nancy <Grantham.Nancy@epa.gov>; Kuhn, Kevin <Kuhn.Kevin@epa.gov>; Kaiser, Sven-Erik <Kaiser.Sven-Erik@epa.gov>; Bowles, Jack <Bowles.Jack@epa.gov>; Klasen, Matthew <Klasen.Matthew@epa.gov>; Richardson, RobinH <Richardson.RobinH@epa.gov>
Cc: Fuld, John <Fuld.John@epa.gov>; Thomas, Latosha <Thomas.Latosha@epa.gov>; Duke, Nia <Duke.Nia@epa.gov>; Threet, Derek <Threet.Derek@epa.gov>; Campbell, Ann <Campbell.Ann@epa.gov>; Wadlington, Christina <Wadlington.Christina@epa.gov>; Schollhamer, Mary <Schollhamer.Mary@epa.gov>; Orquina, Jessica <Orquina.Jessica@epa.gov>; Lalley, Cara <Lalley.Cara@epa.gov>
Subject: OW Rollouts- weeks of 5/30 and 6/5

All-

Attached are comms materials for OW's outgoing announcements for the next two weeks. Happy to answer any questions or provide more information. – Allison

5/30 NWEA Petition Response (Statement)- As early as today Mike will sign a response to an October 28, 2013 petition for rulemaking from the Northwest Environmental Advocates (NWEA). The petition requests that EPA use its federal rulemaking authority under Clean Water Act to update water quality criteria for toxics to protect human health and aquatic life in Washington state. We doubt we'll get any press on this but I attached a holding statement just in case. We are not planning to post the response online.

6/1 WIFIA (Press Release): We will announce the names of prospective borrowers who submitted letter of interest to the WIFIA loan program through a press release. I will share the comms materials for this announcement with this group tomorrow morning.

6/6 Response on the Go Mobile App (Statement): To increase efficiency and assist water utility personnel and other first line responders during emergency events, EPA is releasing the Response On-The-Go (Response OTG) Mobile Application (App) that provides users with real-time access to valuable tools and response information. Attached is a powerpoint about the app and rollout plan. This product has been approved for web posting. We plan to post the product online, promote the product through GovDelivery and social media, and conduct stakeholder notification.

Week of June 5 Green Infrastructure in Parks (Statement): EPA is releasing a document titled *Green Infrastructure in Parks: A Playbook for Collaboration, Funding, and Community Engagement*. This document is intended to encourage partnerships between park agencies and stormwater agencies and provide a roadmap for creating them. By building strong partnerships, agencies can improve parklands and access to parks, better manage stormwater, and provide funding to implement and maintain park enhancements that benefit the community. Note: this product is pending web posting approval from OWC. Once approved we plan to promote the product through GovDelivery, social media, and conduct stakeholder notification.

6/7 Animal Agriculture Education Project Overview Module (Statement): As part of EPA's efforts to protect water quality through voluntary collaborations with the animal agriculture sector, EPA is announcing the launch of the Animal Agriculture Education Project, a series of educational modules to increase understanding and knowledge among state and federal government agencies and the agricultural industry about water quality protection and animal feeding operations. The Animal Agriculture Education Project will include multimedia features such as videos and virtual tours of farms and discusses topics including advances in technologies and production systems, measures to protect water quality, etc. On June 7 the partnership will launch the Overview Module which was developed with funding from EPA and with input from animal agriculture stakeholders. The Animal Agriculture Education Project will be accessible on the Livestock and Poultry Environmental Learning Center website (upon launch we plan to add links from our site this site):

Web materials: <http://articles.extension.org/preview/page/create/101804>

Video #1: <https://youtu.be/nx12XJiECag>

Video #2: <https://youtu.be/oUPDfgFU028>

Video #3: <https://youtu.be/eX2cB3GccSQ>

We anticipate a mostly favorable reaction from enviros, industry and states. Upon launch, we will promote through GovDelivery, social media, and stakeholder notification. Note to Jessica: We will send you social media through a separate email.